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Report

Report subject: Salisbury Vision final document
Report to: Planning and Economic Development Overview & Scrutiny Panel
Date: 14 April 2008
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1.0 Background and introduction

- 1.1 In September 2005 Cabinet approved the Project Initiation Document (PID) and funding for the development of the Salisbury Vision. The aim of this partnership project with the South West Regional Development Agency (SWRDA) and Wiltshire County Council (WCC) was to produce a framework for the development of the city of Salisbury over the next 15-20 years.
- 1.2 A steering group was established to manage the development of the Vision and to oversee the work of the consultants. The steering group comprised officers and councillors from Salisbury District Council and Wiltshire County Council together with representatives from the SWRDA, the Learning and Skills Council and a number of local partner organisations. In April 2007 the consultants delivered their final Salisbury Vision document.
- 1.3 In June 2007 the consultants' final document was presented to all four Area Committees and to all four Overview and Scrutiny Panels. Additionally a comprehensive period of public consultation on the proposals contained in the consultants' final document was held between 26 July and 5 October 2007. This was held under the title 'Our Place in the Future' and formed a part of the consultation exercise carried out on the LDF issues and options. Within this consultation the City Area Community Committee provided additional comments on the Salisbury Vision at its meeting on 21 August 2007. Further comments were made at a meeting on 13 November 2007. An additional household survey was also carried out.
- 1.4 The results of the consultation using the Our Place in the Future questionnaire as reported to Cabinet on 5 December 2007 show that nearly 80% of people support the overall aims of the Salisbury Vision, with just 5.4% opposing them. The Vision's three strategic objectives, with proposals to make improvements in transport and movement, to redevelop specific sites and to greatly enhance the public realm also received very strong support.

2.0 Final Salisbury Vision document

- 2.1 The consultation results have been comprehensively considered and debated by the Salisbury Vision steering group. The results were used to inform the draft final Salisbury Vision document which was considered by the City Area Community Committee on 22 January 2008 and informally by the



Awarded in:
Housing Services
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Cabinet on 23 January 2008. Further discussions were held with the Cabinet on 3 March, with the City Area Community Committee on 2 April and with the Salisbury Vision steering group on 3 April 2008. From these discussions a final Salisbury Vision document has been produced. This is largely based on the document produced by the consultants but incorporates some significant amendments and additions. This final Salisbury Vision document will be presented to Cabinet for approval on 28 May 2008. A copy of this final document is included at appendix A. The main changes are as follows:

- a) Page 7. 'So what exactly is the Vision' sub-section, reworded
- b) Page 9. New sub-section on public consultation added
- c) Page 11. The inclusion of an important section on sustainable communities and climate change including a reference to the district council being a signatory to The Nottingham Declaration on Climate Change
- d) Page 13. The inclusion of a concise Vision statement – something which encapsulates what we are trying to achieve with the Vision.
- e) Page 14. New sub-section added explaining the four key issues coming out of the development stage – public transport, car parking; building height; employment land
- f) Page 16. New sub-section on funding added
- g) Page 18. Additional information added on what success will look like, i.e. emphasis on the benefits of the Vision
- h) Pages 20-25. Rationale for each of the strategic objectives added
- i) Page 27. Brief introduction/explanation to individual project proposals added
- j) Pages 27 - 35 small but important changes to the wording of various projects
- k) Page 32 new project 17 Public Realm Strategy: Previously this was 'lost' within the small print of the Gillespies document but it plays such a crucial part in what the Vision is trying to achieve that it has been included as an objective in its own right
- l) Page 36. Reference to the sustainability appraisal included
- m) The deletion of two projects from the original Gillespies list – Confluence Park (this has been incorporated in the Maltings and central car park project/objective), and Park Art (the requirement for a public art policy has been included in a new project/objective – public realm strategy)

2.2 The final finished document will include an indicative delivery schedule – missing from this draft – showing possible/potential/planned start and finish dates for each of the 23 projects. The final published Vision document will also include maps, photographs and diagrams as necessary to supplement the text.

3.0 Local Development Framework (LDF)

3.1 The Salisbury Vision, when adopted, will be incorporated into the Salisbury and Wilton Action Area Plan. As such it will form part of the LDF. As part of this work the Vision objectives and projects have been incorporated into the Core Strategy Preferred Options consultation draft which was presented to Cabinet on 17 January 2008.

4.0 Wiltshire Council

4.1 The Salisbury Vision is a long term programme and few of the projects contained in it will be completed before April 2009. Indeed many projects will not be started before that date. Additionally it is inevitable that some decisions will need to be taken on Vision projects over the next 12 months which will have an impact on the new unitary authority when it is established in April 2009. Following adoption of the Salisbury Vision by Full Council it is, therefore, proposed to seek endorsement of the Salisbury Vision from the Implementation Executive.

5.0 Recommendations

5.1 Members of the Planning and Economic Development Overview & Scrutiny Panel are asked to consider the final Salisbury Vision document and to make any comments to Cabinet as appropriate.

6.0 Background papers

- Report on the Salisbury Vision final document to City Area Community Committee 22 January 2008
- Reports on the Salisbury Vision to Cabinet on 7 September 2005, 12 June 2007, 11 July 2007
- Vision for Salisbury: Area Development Framework (2007) Gillespies
- Salisbury & South Wiltshire Our Place in the Future: Consultation Methodology & output report (2007) Salisbury District Council

7.0 Implications

Financial	None at this stage. The future implementation of proposals in the Salisbury Vision will, however, inevitably have financial consequences for the council. It is important that these are considered and understood. As specific projects are progressed separate reports, with detailed cost implications, will be brought to Cabinet for approval.
Legal	The Salisbury Vision will help to inform future planning policy for Salisbury.
ICT	None
Human Rights	None
Personnel	None
Community Safety	None
Environmental	None
Communications	This report has been discussed with the corporate communications team
Council priorities	Sustain a cleaner, greener, safer and attractive place to live and work now and for the future
Wards affected	All



FINAL DRAFT

Version 1A

Please destroy all previous copies

Salisbury Vision – Final Document

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1 Background

Beginnings

Salisbury's beginnings are well documented and no discussion on the city's future would be complete without a brief look into its past. By the start of the 13th century the settlement of Old Sarum had outgrown its location within the Iron Age hill fort east of the river Avon; the water supply was failing, the cathedral was in disrepair and the time had come for big decisions to be made.

And so, in 1220 Bishop Poore oversaw the laying of foundation stones for a new cathedral on the river Avon water meadows 1 ½ miles to the south. Thirty eight years later the cathedral was consecrated and the future of the city of New Sarum, later to become Salisbury, was firmly established. Bishop Poore was also responsible for designing the chequer pattern street system, which like the cathedral, remains today as a reminder of 13th century vision and industry.

Salisbury's early growth and prosperity was built on the wool and cloth trade and by the middle of the 15th century it was thought to be the fifth or sixth largest city in England. Subsequent periods of decline interspersed with low growth meant that by 1801 the city's population was not much more than it had been 350 years earlier.

The industrial revolution of the 19th century had little impact on Salisbury and many of the city's medieval buildings remained standing next to modern Georgian houses. It was during this time that the city's beauty and in particular that of the cathedral was captured by artists such as Constable and Turner.

The city of Salisbury has grown and changed over the years but the views painted by Constable are still much as they were nearly 200 years ago. And the city's streets, though wider in places, still follow the original medieval chequer pattern. The past is very much alive in Salisbury today and it is this wealth of heritage that is one of its great strengths.

Salisbury today

Today, Salisbury's population is around 45,000 and it is the largest shopping and employment centre in Wiltshire, serving the residents of the city and the surrounding towns and villages. The city is also an important tourism destination.

The city and the immediate surrounding area is home to a number of leading companies; hi-tech ventures, financial institutions and manufacturers who achieve excellence in their field, together with world class research facilities. The area is also a key base for the British Army.

Salisbury has excellent schools and the Wiltshire College Salisbury Campus which provides a range of higher and further education courses.

The city boasts over 200 independent and specialist shops and a mix of high street names. It has a cosmopolitan café culture, particularly around the Market Place, and a host of restaurants, pubs and traditional inns some dating from the 13th century. Salisbury provides great opportunities for cultural and general leisure activities. Music, theatre, dance, art, literature, sport and exhibitions all play an important role in the life of the city.

The city of Salisbury is an important tourist destination and attracts millions of people from the UK and overseas each year. Nearly three quarters of these visitors come just for the day, primarily to see the cathedral but also to visit nearby Stonehenge.

Salisbury is a great place, why do we need a vision?

There is no doubt that Salisbury provides a social and physical environment and a quality of life that is much envied and sought after.

Built around the meeting place of five rivers, Salisbury is a beautiful medieval city set amongst outstanding countryside. Salisbury has an unemployment rate that is amongst the lowest in the country and it is popular as a place to both live and work. The city has good connections to the national road and motorway network, and excellent rail links to London.

Salisbury is an important centre in the south west of England. It is:

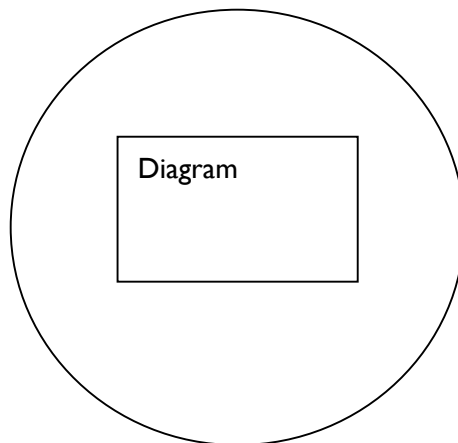
- a tourism destination of international significance;
- a business centre of regional importance;
- a sub-regional centre for retail, culture, housing and further education; and
- the centre of the Salisbury Diocese which covers most of Wiltshire and Dorset.

Nothing stands still, however.

Retail competition is increasing with new developments in Southampton, Bournemouth, Basingstoke, Andover and Winchester. Neighbouring towns and cities are also providing improved leisure and cultural opportunities whilst a lack of employment land close to the city threatens to restrict the growth and expansion of our local businesses. And our tourism industry continues to be challenged by low-cost airlines and newly developing domestic markets.

House prices are higher than the regional and national average whilst salaries are lower. People find it hard to get on the housing ladder and employers have difficulty in recruiting across a wide range of jobs and skills.

If we don't tackle these issues now there is a real danger that Salisbury will go into a spiral of decline that will be much harder to get out of in the future.



So we find ourselves, today, in a similar situation to that of Bishop Poore all those years ago. Clearly something needs to be done and big decisions need to be made once more if Salisbury is to maintain its position as one of the southwest's premier centres for business, tourism and retail. We need to make plans now if we want Salisbury to remain a pleasant and prosperous place where our children's children want, and are able, to live and work.

So what exactly is the Vision?

The Salisbury Vision is simply a plan which outlines a long-term programme of change and gradual development aimed at improving the lives of everyone that lives in, works in or visits Salisbury. The Vision comes in two parts.

Firstly there is the vision statement. This is a short sentence which describes how we want Salisbury to be over the next 20 years. And by 'we', we mean our understanding of what the residents of Salisbury and south Wiltshire have told us. Closely linked to this are the eight components that make up a sustainable community, the key principles upon which the Vision is founded.

Almost without exception the residents of Salisbury and south Wiltshire have also told us that Salisbury is a one-off and they don't want it spoilt. So whatever we do to try and make the Vision happen, we will only succeed if we make sure that we don't destroy the city's unique and special character.

The second part of the Vision contains a set of initial proposals that we think will help us achieve the Vision for Salisbury. These are grouped into three categories – Traffic and Transport, Development, and something we are calling Public Realm. This means the spaces between and around buildings that are freely available for public use. They can be publicly or privately owned and include areas such as the Market Place, pavements and streets.

The Vision is, in many ways, a set of aspirations and as such it sets out the principle of what we believe needs to happen. It does not necessarily provide the detail of how we intend to achieve it. In project 12, for example, we set out our proposals for a hierarchy of routes that restrict traffic movements in the city's core streets. What we don't say is which streets will be pedestrian only, which may be for public transport only and which could be used by all vehicles. This detail will be determined as part of the Transport and Movement strategy which we will be developing during 2009.

It should also be noted that the Vision does not set out the council's planning policy. This will be established in the Local Development Framework which replaces the Salisbury District Local Plan from 2011.

How has the Vision been produced?

In February 2006 a team of consultants was appointed to develop the Salisbury Vision. This work was funded by Salisbury District Council in partnership with the South West Regional Development Agency and Wiltshire County Council. We discussed with the consultants what we thought the issues were and what our initial thoughts were on how they could be resolved. We also identified four key areas that we considered to be a priority.

The Maltings and central car park

The redevelopment of the Maltings and central car park to provide Salisbury with much needed additional retail space is crucial to the viability and vitality of the city centre. The existing Maltings shopping centre, with the exception of the Sainsbury's supermarket has performed very poorly. Although in a prime city centre location it feels cut off from the core of the city and it provides shoppers with a disappointing visit. It is thought that a new development would include apartments, bars, restaurants and a high quality public space together with parking.

Southampton Road A36

This is a main approach road to the city and the through route from the south to Bristol and Bath. There is frequent severe traffic congestion at peak times and weekends and it creates a bad first impression of the city with a mixture of unattractive industrial and large retail units either side of the road. It is essential that both traffic flow and its visual appearance is significantly improved.

The Market Place and Guildhall Square

This is the city's most important public space outside of The Cathedral Close. It is the centre of the city and for centuries it has acted as a focus of trade and a meeting place. For two days a week it is a hive of activity as people from near and far come into Salisbury to visit the city's popular and thriving Charter Market. For the majority of the time, however, it is little more than a tarmac car park. The quality of the seats, signs and lighting is poor and overall the Market Place is a huge disappointment. The 18th century Guildhall is one of Salisbury's most important and most popular buildings. It is the venue for a variety of uses and functions, with part of the building being used as Magistrates Courts. It is important that an alternative and appropriate use is found for the building when the Magistrates relocate to the Wilton Road in 2009.

The Churchfields Industrial Estate

This site has grown over the past 30 or so years to become the district's most important employment centre. It covers 33 hectares and is home to approximately 165 companies that together employ around 4,500 people and have a combined annual turnover of around £600 million. The site is bounded by the River Nadder on three sides and the railway line on the fourth making access to the estate difficult, particularly for Heavy Goods Vehicles (HGV). The only HGV-accessible route to the estate runs through part of the city centre. Relocating the businesses that generate the HGV traffic to alternative locations near to the city centre and redeveloping the estate for alternative use is a priority.

One of the first things that the consultants did was to ask local residents what they thought was good about Salisbury and what they thought was bad. People were also asked what they would like to see changed or improved. From all of this work and from other research that was carried out the consultants then had a very good understanding of what the big issues were and what people's concerns were. As a way of resolving these issues and overcoming the concerns the consultants suggested three different approaches to the way that the city centre could be developed over the next 20-30 years. Within each approach there were a number of different options for each of the four priority areas and for the city centre overall.

Approach 1 - Consolidation:

This was the least ambitious approach and it concentrated on making minor improvements rather than major changes. It included making general improvements to streets, squares and open spaces through planting and the removal of unnecessary signing.

Approach 2 - Enhancement:

This approach proposed more extensive changes to improve the visual appearance of the city centre. This included removing traffic from core streets and the partial redevelopment of areas such as the Churchfields Industrial Estate.

Approach 3 - Step Change:

This approach focused on major changes aimed at greatly enhancing the city's environment, improving the overall shopping experience, providing additional jobs and housing. Proposals

included major mixed use development on key sites such as the Churchfields Industrial Estate and the Maltings and central car park together with public transport improvements.

These approaches were consulted on during September 2006. Approach 3, Step Change, was seen by the majority of people as being the only approach that could bring about the change that was needed to deliver the Vision for Salisbury.

Over the following six months this approach was further developed and in April 2007 the consultants delivered their final report. This contained a masterplan for delivering major change and improvements to specific problems or areas within the city centre. To make sure that we, and the consultants, had really heard what local residents were saying a final period of public consultation was held between July and October.

Consultation

Development stage

From the outset we have always considered public consultation and community involvement to be essential to the success of the Vision. During the development of the Vision a number of different consultation exercises were carried out using various techniques in an attempt at getting as much community involvement as possible.

The first main event was a public 'drop-in' held on 26-27 May 2006. This was attended by just over 200 people. Comments were made that the Vision was particularly strong on environmental issues but that, to be comprehensive, it should also address social and economic issues. Throughout the summer of 2006 further events were held including three workshops, one of which was with the St Edmunds Community Association. Further workshops were also held specifically for local businesses.

In September 2006 a major Options Exhibition was held at which members of the public were asked for their views on three different approaches proposed by the consultants. Between 400 – 450 people turned up over three days. Of those people who made a choice between the approaches, 61% chose Option 3: Step Change.

A summary of the consultation carried out during this period is included in the consultants' final report. Additional details are available in the Summary Report of Community Involvement. Both of these documents are included in the Technical Supplement.

The final piece of consultation carried out during the development stage took place between July and October 2007 as part of the Our Place in the Future consultation. An associated household survey and young people's survey were also carried out. The results of the Our Place survey showed a high level of support for the aims of the Salisbury Vision and for each of the statements relating to specific Vision proposals. There was particularly strong support for the public realm proposals. The results of the household and young people's surveys showed a lower level of support for the specific Salisbury Vision statements.

A summary of the results of all three surveys is included in the Salisbury & South Wiltshire Our Place in the Future: Consultation Methodology & Output Report which is included in the Technical Supplement.

Summary of Public Consultation: development stage

- Public drop-in events and exhibitions: May, September 2006
- Forum workshops: May, June, October 2006
- St Edmunds Community Association workshop: July 2006
- Council officers workshops: July, August 2006
- Councillors workshop: August 2006
- Business workshops: August, September, October, November 2006
- Survey of commuters and park and ride users: July 2006
- Comprehensive public consultation exercise which included a detailed survey as part of the Our Place in the Future consultation, a short household survey and a website survey for young people: July – October

Delivery stage

Many of the projects in the Vision are complex and will require a significant amount of investment in terms of officer time and financial resources by the local authority and others if they are to be successful. As each Vision project is brought forward for implementation it will, therefore, be essential that we carry out additional detailed consultation. This will provide us with the opportunity to further evidence the need for each project and it will also allow us to compare and validate the results of the consultation carried out in 2007.

The Salisbury Vision has been designed to be as self-financing as possible (see Funding section) with its success, to a certain extent, relying on a particular sequence of project delivery where early projects finance others which may have no commercial value of their own. An example of this would be the re-investment of some of the capital receipts raised through the redevelopment of the Maltings and central car park into the delivery of public realm improvement projects. To deliver those projects most wanted by residents, such as improvements to the public realm, it will, therefore, be necessary to deliver some projects which may have an overall lower level of public support.

2 The wider context

Sustainable Communities

In 2003 the government set out a long term programme for bringing about improvements to the places where people live. This programme is designed to strengthen the links between work, leisure and home by creating what are called *sustainable communities*. These are defined as:

“ . . . places where people want to live and work now and in the future. They meet the diverse needs of existing and future residents, are sensitive to their environment, and contribute to a high quality of life. They are safe and inclusive, well planned, built and run, and offer equality of opportunity and good services for all”.

The sustainable communities programme lists a number of specific components that the government suggest are essential if a community is to be sustainable. They are:

Active, inclusive and safe

Fair, tolerant and cohesive with a strong local culture and other shared community activities

Environmentally sensitive

Providing places that are considerate of the environment in which people can live

Well designed and built

Featuring a high quality built and natural environment with homes that people can afford

Well connected

With good public transport services and communication linking people to jobs, schools, health and other services

Thriving

With a flourishing and diverse local economy

Well served

With public, private, community and voluntary services that are appropriate to people's needs and accessible to all

Fair for everyone

Including those in other communities, now and in the future

Well run

With effective and inclusive participation, representation and leadership

During the development of the Salisbury Vision it became very clear that the people of Salisbury consider these same components to be most important to them. They affect the way we live and they define what people want Salisbury to stand for.

Climate Change

Climate change has been described as the greatest environmental challenge facing the world today. As temperatures rise across the world our weather changes; sea levels rise and the frequency of extreme weather patterns increases. This is a worldwide phenomenon and it affects the UK as much as it does anywhere else in the world.

The world climate has been changing naturally over very long periods of time. This is not a problem; the earth can cope with this pace of change. Climate change is, however, being accelerated by our activity – through the creation of greenhouse gases by the burning of fossil fuels for energy, by cutting down great forests for agriculture, by air travel, and as we are continually reminded even by simply driving in our cars. It is this that is causing the problem and it is this that we can do something about.

For more information on climate change and to find out what you can do to make a difference visit www.climatechallenge.gov.uk

Internationally governments are agreeing that urgent action is needed to stop or slow down this change before even more irrevocable damage is done to the earth. The Kyoto protocol, a 15-year agreement signed in 1997 committed countries to take action on climate change. In December 2007 delegates from nearly 200 nations attended a United Nations Climate Change conference in Bali. The result of this meeting was a global agreement on cutting greenhouse gas emissions and on negotiating a new agreement to succeed the Kyoto protocol.

In the UK the government is introducing a Climate Change Bill, which sets out a new approach to manage and respond to climate change. But it is not just governments that must take action. Local authorities, large businesses and individuals all have a part to play. In common with many other local authorities Salisbury District Council has signed The Nottingham Declaration on Climate Change. By doing so the council has pledged to actively tackle climate change in south Wiltshire and to work with others to reduce emissions country-wide.

To find out more about The Nottingham Declaration visit www.energysavingtrust.org.uk

In a document which looks at the future it is only right that climate change should feature strongly. Within the Salisbury Vision there are dozens of initiatives that if implemented have the potential to damage the environment and add to climate change. Each initiative also has the potential to have a positive impact on the environment and thereby contribute to a slow down in the rate of climate change. Tackling climate change is a fundamental part of the Salisbury Vision.

Our promise

When delivering the Salisbury Vision we will try to ensure that every project is designed, planned and implemented in such a way that it contributes to an improvement in the quality of life for the residents of Salisbury and that it has the minimum negative impact on the environment. We will always try to make sure that everything we do benefits the local community and that, over time, it helps us reduce our carbon footprint to zero. In this way the Salisbury Vision will make a positive contribution to community cohesion and to tackling climate change, by creating a sustainable Salisbury community.

3 The Salisbury Vision

Vision statement

Our vision is:

For Salisbury to be a clean, green, safe and friendly city; a place that is consistently acknowledged as being one of England's best places to live.

We will only be able to do this if we ensure that Salisbury:

- Retains its unique and special character both showcasing and preserving its unique heritage; it is a city with high quality streets and public spaces that complement its fine historic buildings and beautiful natural environment
- Is a sustainable city where residents, businesses and visitors choose the highest standard environmentally friendly option in everything they do; where pedestrians and not the car have priority and where the natural and built environments exist in harmony
- Is an accessible and welcoming city, both physically and socially; a city which is easy to get into and to move around in
- Has a thriving economy with a business base that offers opportunities for all levels of skills and for a wide range of jobs and professions
- Continues to be an important shopping centre with an unrivalled mix of small independent shops and major national retailers supported by cafes, pubs, restaurants and a thriving Charter Market
- Provides a diverse range of housing to meet a variety of needs
- Maintains its position as a cultural centre for the arts, entertainment and sport
- Is an inclusive city where everyone is welcome and no one feels excluded
- Is a safe city with a low crime rate; a city free from the fear of crime where people feel able to walk the streets at any time of the day or night
- Welcomes visitors, exceeds their expectations and encourages them to return

Strategy statements

To help us achieve the Vision we have developed three overall strategies:

Development

The main priority of the development strategy is to significantly improve the city's position as a shopping and business centre by facilitating significant investment in the provision of modern retail and employment space. Three key areas – the Maltings and central car park, the Churchfields Industrial Estate and the Southampton Road are identified for major development, with seven other potential sites also identified. Emphasis will be given to encouraging the growth of newer innovative industries as well as to the development of the city's more traditional business base. The strategy also seeks to increase the supply of housing in the city and in particular the level of affordable housing.

Transport and Movement

The main priority of the transport and movement strategy is to facilitate and encourage the use highest standard of environmentally friendly methods of transport particularly within the city

centre. The strategy acknowledges and understands the importance of the car and the need for city centre parking but its focus is on alternative forms of transport. To support this the strategy includes plans to ensure that the city's core streets give the pedestrian priority and that new non-car linkages are provided between the city's key activity areas. A Transport and Movement strategy will be developed as a priority and its proposals integrated into the Salisbury Local Transport Plan.

Public Realm

The main priority of the public realm strategy is to create an attractive, safe, clean and green city. The strategy contains proposals for a significant investment in the city's public spaces including the renaissance of the Market Place. Other existing areas will be greatly enhanced and new spaces will be created. The accent will be on establishing Salisbury as a naturally green city supported by a high quality, uncluttered and attractive street scene.

Key Issues

Throughout the Vision development process, and particularly during the public consultation stages, four issues were clearly identified as being most important to local residents and businesses.

Public transport

There are a number of projects in the Vision that are designed to encourage people to use public transport rather than cars. The reasons for wanting to do this are all linked to the impact that travel has on the environment. More people using buses rather than cars means that the number of vehicles on the city's roads will drop. This makes the city safer, more attractive and easier to get around on foot. If these buses are, for example, powered by electricity rather than by diesel it also improves the quality of the air that we breathe.

But if the bus is going to replace the car it must provide us with what we want – a regular, reliable service at the times that we need it. Buses will also need to be clean, comfortable and provide value for money. To help achieve this we will need to examine how we can help buses operate more efficiently by, for example, introducing more bus priority measures on key routes. We will, therefore, work with the bus and rail companies to develop a transport strategy that makes public transport in Salisbury the preferred form of transport.

Car parking

If the city is to continue to prosper we must ensure that we provide enough parking spaces of the right type (short-stay, long-stay, city car parks, on-street and park and ride) so that residents, shoppers, visitors and businesses can go about their daily lives.

Many of the Salisbury Vision projects will result in more people coming to the city, either for regular shopping, for leisure or simply as tourists. We must, therefore, make sure that we have enough car parking spaces not just for today's needs but for the future. It may be, of course, that rising oil prices, changing attitudes to the environment and improved public transport leads to a reduction in the use of the private car. To make sure that we provide the correct level of parking spaces we are currently carrying out a detailed study of parking demand and supply as part of a review of the existing Parking Strategy.

The removal of city centre parking spaces either in car parks or on-street, through developments such as those proposed for the Salt Lane and Brown Street car parks, will only be agreed if it is supported by the both the Parking Strategy and the Transport and Movement Strategy.

Building height

For many years the Salisbury District Local Plan has had a policy which restricts the height of new buildings in the Salisbury central area to 12.2 metres. This policy is known as the 40 foot rule and it was designed to protect views of the cathedral spire. There are many people who say that this policy has been very successful, whilst others argue that it may have restricted economic growth.

The Local Plan is being replaced by a new system called a Local Development Framework (LDF). This means that all of the existing planning policies are being reviewed. We are, therefore, in the process of examining the 40 foot rule to see how well it works. We will be reporting back on this work later in 2008.

Employment land

If south Wiltshire is to continue to have a thriving economy we need to make sure that there is enough land so that existing businesses can expand and so that we can attract new ones. Understandably most businesses prefer to be located in Salisbury and this means that the majority of this land will be in or very close to the city.

The Salisbury Vision proposes that we redevelop the Churchfields Industrial Estate, primarily so that we remove the high levels of HGV traffic from the city centre. The existing businesses on Churchfields employ around 4,500 people and they are a crucial part of the south Wiltshire economy. Any redevelopment of the estate will, therefore, only be possible if the existing businesses can be relocated to other suitable sites in or around Salisbury.

We estimate that we need to identify between 54 and 59 ha of land to accommodate all of the anticipated additional employment by the year 2026. This is a tough challenge and to meet it a number of recommendations for new sites are being proposed. Further details can be found in the Local Development Framework Core Strategy which is included in the Technical Supplement.

4 Delivering the Vision

Strategic objectives and Vision projects

Our three Vision strategies contain 23 broad objectives. These have all come out of the work that went into developing the Salisbury Vision and they will all contribute to its delivery. To help us achieve each of these objectives we have identified a number of specific projects. These are specific pieces of work, some small and some large, each of which will bring about improvement in one or more of the three areas of Development, Transport and Movement or Public Realm.

This is an ambitious programme. Some of these projects are relatively easy to achieve, others less so, and a few will be very difficult. We can deliver some of these projects on our own but for the majority we will need to work in partnership with others. We have developed good working relationships with a range of external organisations and agencies and they, like the district and county councils, are committed to the aim of the Salisbury Vision. We will, therefore, work with them to ensure that our plans become reality. Some projects are aspirational in that the degree to which we can directly affect their implementation is limited. Where this is the case, our role will be to create an environment that will influence and encourage others to deliver the projects shown.

If we are successful in delivering the 23 strategic objectives we will achieve our Vision for Salisbury. We will have a city that is widely acknowledged as one of the best places to live in the UK. We will have a thriving economy, a strong tourism industry and a rich cultural base. Salisbury will be a safe, welcoming, inclusive city and a truly sustainable community.

Funding

The overall Vision programme has been designed so that there will be little need for funding from the local authority. The programme will be self-financing with all of the income generated through Vision development projects, in the form of planning gain packages, capital receipts and other financial arrangements, being used to fund the planned huge investment in the city's public realm. The development projects will also, to a certain extent, provide funding for some elements of the traffic and movement, projects. The delivery of the Vision's development projects and in particular those that relate to local authority owned land is, therefore, crucial to the success of the overall Vision project.

There is also an interdependency between the need to resolve the city's transportation and parking issues, through the development of parking and transport strategies, and certain development projects.

Partners

Many organisations have actively worked with us on the development of the Vision. The majority are members of the steering group that oversees the implementation of the Vision and we will work with them and others to deliver the Vision.

South Wiltshire Economic Partnership

The South Wiltshire Economic Partnership (SWEP) is a partnership between the district and county councils, local businesses and business organisations. The South Wiltshire Economic Partnership is committed to the development of a strong and sustainable economy in south Wiltshire for the benefit of local businesses. SWEP works in partnership with others to drive forward the growth of the south Wiltshire economy by supporting existing businesses and other organisations and by attracting inward investment. By providing the local business community

with a single voice on economic development issues, SWEP also works to influence all levels of government and to provide a focus for the delivery of strategic change.

Salisbury City Centre Management Limited

Salisbury City Centre Management (CCM) was established to enhance the vibrancy and vitality of Salisbury city centre. Every year the Partnership strives to achieve this by working with Salisbury District Council and local businesses and organisations to ensure that the city is clean, attractive and successful. CCM's members include Salisbury District Council, retailers, local media, estate agents, hotels and public houses together with the Salisbury & District Chamber of Commerce and Industry, and the Federation of Small Businesses. Salisbury City Centre Management works closely with other partnerships, including the South Wiltshire Community Safety Partnership, the South Wiltshire Economic Partnership and the Salisbury & Stonehenge Tourism Partnership, to realise its work programme.

Salisbury & District Chamber of Commerce and Industry

The Salisbury & District Chamber of Commerce and Industry is an independent, non-political and non-profit making organisation, funded mainly by subscriptions. The aims of the Chamber are to originate and promote all activities and plans that benefit or improve the commercial, industrial and professional life of the City and District of Salisbury. This includes supporting or opposing legislation or other measures which could affect its members. On behalf of its members the Chamber also works with local authorities, national government and with other organisations at various levels, such as Business Link, the South Wiltshire Economic Partnership and Salisbury City Centre Management Limited.

Salisbury Civic Society

The Salisbury Civic Society is a registered charity and it is affiliated to the Civic Trust (patron HRH the Prince of Wales). The objectives of the Society are to promote high standards of planning and architecture, to educate in the architecture, history and geography of the area and to secure the preservation, development and improvement of features of public interest within the Salisbury district.

Salisbury Cathedral

Salisbury Cathedral is a beautiful and historic building, an international symbol of Christianity and a world class heritage attraction. The Cathedral together with its Close is also a major part of the Wiltshire tourism industry and together they attract over 600,000 visitors a year from all over the world.

Salisbury & Stonehenge Tourism Partnership

The Salisbury & Stonehenge Tourism Partnership is a public/private sector organisation. Its principal aim is to market and promote Salisbury and south Wiltshire as a tourist destination to both domestic and overseas visitors. In doing so it promotes and contributes to the development of the local tourism industry and tourism related businesses. The Salisbury & Stonehenge Tourism Partnership also acts as a voice for the local tourism industry and is represented at South West Tourism and on the Visit Wiltshire Destination Management Partnership.

South West Regional Development Agency

The South West of England Regional Development Agency was established in 1999. Its most important role is to ensure the long-term economic success of the region. As such the Agency is responsible for providing regional economic leadership and its activities are focused on gathering and sharing the best intelligence for the benefit of everyone in the region, and promoting the South West both in the UK and abroad. The SWRDA was a partner with Salisbury District Council and Wiltshire County Council in developing the Salisbury Vision.

In delivering this Vision we also need to be aware of the work of local businesses and other organisations, and of any plans that they have for development within Salisbury. Where it is for the overall benefit of the residents and businesses of Salisbury and south Wiltshire we will, therefore, wherever possible support:

- Salisbury Cathedral in the development and implementation of its Masterplan
- The owners of the Old George Mall in their plans to broaden and enhance its shopping opportunities
- Salisbury College in its merger with Wiltshire College and particularly any plans it may have to establish Salisbury as a centre of excellence for the provision of Higher Education in Wiltshire

What will success look like?

Ultimately we will have been successful if we achieve our Vision for Salisbury - for it to be a *clean, green, safe and friendly city; a place that is consistently acknowledged as being one of England's best places to live*. Success also means keeping our promise to make sure that Salisbury becomes a truly sustainable community.

If we are successful there will be a number of significant economic, social and environmental benefits for the city, its people, and for the wider Wiltshire community. Success means an improved quality of life for residents, an improved experience for visitors and an improved economic environment for businesses. Success will bring:

- More office and employment space
- A bigger range of shops
- More housing and particularly affordable housing
- Additional high quality hotels
- Higher wages for employees
- Improved cultural facilities
- An improved public transport system
- A much more attractive and 'green' city
- A more pedestrian (and car driver) friendly city

Each of us as individuals, whether we live in, work in or simply visit the city, will also have our own idea of what success looks like – for the Vision overall and for the issues that most affect us personally. And each of the Vision projects will also have their own measures of success.

One of our first jobs, now that the Vision has been published, is to examine what these many success factors may be. By doing this we will be able to critically monitor our progress and, therefore, ensure that we really do bring about the changes needed to deliver the Salisbury Vision.

Monitoring and review

The Salisbury Vision is a long-term plan for the period 2008 – 2020. We will continuously monitor activity against the delivery initiatives and review progress annually. Where appropriate each annual review will also look at the strategic objectives and amend or adjust them if this is thought necessary for the achievement of the overall Vision for Salisbury. These reviews will also examine the local, regional, national and international environments to make sure that the Vision and strategic objectives are still valid.

5 The Plan

Strategic objectives

Development Strategy:

No Objective

1 The Maltings and central car park

Develop a major retail-led mixed use scheme to greatly enhance Salisbury's position as a sub-regional shopping and cultural centre

Rationale:

- *To enhance Salisbury as a sub-regional shopping centre by the provision of additional large floorplate retail premises for multiple retailers.*
- *To make better use of this strategic site.*
- *To increase local economic development potential and improve footfall.*
- *To release capital receipt to deliver other projects within the Vision and maintain a significant parking revenue stream.*
- *To facilitate a better link through to the Market Place.*

2 Salisbury Guildhall

Establish the Guildhall as the civic base of a new Salisbury City Council and as the focus for other complementary uses

Rationale:

- *To ensure that the new city council has an accessible city centre office.*
- *To enhance Salisbury city centre by the appropriate re-use of one of the city's most significant Listed Buildings, following the vacation of the building by the Courts Service.*
- *To safeguard the future of this Grade II* Listed Building.*

3 Salt Lane car park

Develop primarily for housing with possible live/work or small retail units and include a small public space

Rationale:

- *To re-use this site for the benefit of the city if the Parking Strategy and Transport and Movement Strategy show that it is not needed for parking.*
- *To contribute to a more pedestrian oriented city centre.*
- *To increase the amount of city centre living in order to provide more vibrancy at different times of the day.*
- *To release capital receipt to deliver other projects within the Vision*

4 Brown Street car park

Develop primarily for housing

Rationale:

- *To re-use this site for the benefit of the city if the Parking Strategy and Transport and Movement Strategy show that it is not needed for parking.*
- *To contribute to a more pedestrian oriented city centre.*
- *To increase the amount of city centre living in order to provide more vibrancy at different times of the day.*
- *To release capital receipt to deliver other projects within the Vision*

5 Bus station

Develop as a residential led scheme with other associated commercial use such as restaurant, bar and café

Rationale:

- *To support the traffic management and transport projects in creating a more pedestrian focused centre.*
- *To provide a high quality scheme in the centre of Salisbury.*

6 Bus depot

Develop the site for educational or other employment/office led mixed-use

Rationale:

- *To contribute to a diverse economy by redeveloping this key city centre site.*
- *To provide a more appropriate use for this site, more in keeping with its location.*
- *To provide Wiltshire College with the opportunity of relocating their Salisbury Campus from the Southampton Road and freeing up that site as part of an enhancement to the Eastern Gateway.*

7 Old Manor Hospital

Redevelop the site to include healthcare facilities, key worker housing and offices

Rationale:

- *To make use of an underused brownfield site located close to the railway station.*

8 Chipper Lane/Scots Lane

Redevelop this area for hotel and leisure ensuring the sensitive conversion of any Listed buildings

Rationale:

- *To provide a quality development at the heart of the city utilising sites and buildings that have a poor visual quality and which create largely dead frontages facing the street.*
- *To increase the city's number of visitor bedspaces.*

9 Churchfields

Relocate inappropriate businesses (primarily those generating HGV traffic movements) to alternative locations close to the city and redevelop the site as a residential mixed use scheme which includes offices and a hotel/conference centre

Rationale:

- *To relocate inappropriately sited business and remove associated HGV traffic from the city centre.*
- *To develop a new area that meets housing demand and provides the opportunity to meet the requirements of office employers and other growing economic sectors.*
- *To make better use of the site by providing new living, working and leisure opportunities which capitalise on its outlook and views to the Cathedral, and its proximity to the railway station.*
- *To provide much needed additional hotel and conference facilities.*
- *To deliver more affordable housing close to the city centre.*
- *To contribute to other Vision projects by providing finance through capital receipt and planning gain.*

10 Eastern Gateway

Bring about significant transport, aesthetic and economic changes to the Southampton Road area through the development of a residential-led scheme with other uses to include offices, community and local retail, retail/bulk goods alongside the existing uses

Rationale:

- *To improve the visual appearance of this major route into Salisbury.*
- *To improve vehicle flows by introducing major improvements to the highway infrastructure.*
- *To regenerate the Eastern Gateway area.*
- *To provide a bulky goods retail area which complements the city centre shopping area.*
- *To provide a new office campus with views southwards.*
- *To provide a new residential development with a significant level of affordable housing*
- *To contribute to other Vision projects by providing finance through planning gain.*

11 The Friary

Maintain the Friary as a housing area but redevelop as a high quality mixed-tenure scheme with a high level of affordable housing

Rationale:

- *To address the issue of a large, relatively isolated and soon to be outdated housing development in an important part of the city.*
- *To provide additional affordable housing.*
- *To be an integral part of improving the Eastern Gateway approach to the city.*
- *To provide a better visual and physical link through to the city centre for people living in the Friary and for those who might wish to pass through it.*
- *To provide a capital receipt which can be used to deliver ongoing public realm improvements..*

Traffic and Movement Strategy:

No Objective

12 Traffic management

Reduce traffic entering and circulating within the core of the city centre and provide safer walking and cycling routes

Rationale:

- *To minimise the number of traffic movements – circulating or travelling through the city centre – to help provide a safe environment free from the negative effects of traffic and pollution.*
- *To make the city more 'friendly' for pedestrians and cyclists.*

13 Public transport

Give public transport users priority by improving public transport facilities and expanding services

Rationale:

- *To make it easier to get into the city centre.*
- *To help reduce congestion and improve air quality.*

14 Station interchange

Construct a public transport interchange adjacent to the railway station which includes a new Station Square

Rationale:

- *To create a sustainable and integrated public transport system and further encourage the use of public transport.*
- *To improve the arrival experience of people coming to Salisbury by train.*
- *To help promote Salisbury as a sustainable tourism destination.*

15 Southampton Road

Reduce congestion on the Southampton Road and improve the visual appearance of this key gateway to the city

Rationale:

- *To improve the gateway into Salisbury from the east.*
- *To complement the physical regeneration of the area.*
- *To encourage people to use Southampton Road by way of alternative modes of transport to the private car.*

16 Parking Management

Make it easier for motorists to park on the outskirts of the city centre core

Rationale:

- *To reduce congestion in the city centre by providing new car parks and maintaining existing parking at key locations close to the A36 ring road.*
- *To discourage the circulation of traffic within the city centre by closing one or more city centre car parks and making the city more pedestrian and cycle friendly.*

Public Realm Strategy:

No Objective

17 Public Realm Strategy

Develop and implement a comprehensive public realm strategy aimed at creating an attractive, safe, clean and green city

Rationale:

- *To encourage civic pride and confidence in the city by creating public areas and key spaces of the highest quality.*
- *To provide a framework which ensures that the public areas of the city centre are improved and enhanced.*

18 The Market Place

Rejuvenate the Market Place (to include the Guildhall Square, Cheese Market and Poultry Cross) and create a public square of the highest quality in terms of design and construction

Rationale:

- *To provide a high quality public space in the centre of the city which is designed for pedestrians and where people can congregate for social, leisure and community activities.*
- *To provide an enhanced space for the Charter and other markets.*
- *To act as a catalyst for other Vision projects, particularly commercial development, by creating confidence in the city.*

29 Fisherton Square

Create a new lively urban space adjacent to the Playhouse, City Hall and relocated library

Rationale:

- *To improve the setting of the City Hall, Salisbury Playhouse and possibly a relocated library.*
- *To provide a significant public space which complements and is connected to the Market Place.*

20 Salisbury Chequers

Make the city's core streets more pedestrian oriented and improve their visual appearance by removing unnecessary signs and street furniture, by using high quality materials and though public art and creative lighting

Rationale:

- *To make the city more attractive for residents and visitors by creating a high quality public realm.*
- *To provide a more appropriate setting for the historic buildings within the Chequers area.*
- *To help establish Salisbury as a place that businesses want to invest in.*

21 Harnham Water Meadows

Improve and increase access to the historic water meadows and provide learning and educational facilities whilst ensuring their continued conservation

Rationale:

- *To provide people with an opportunity for learning more about bio-diversity, wildlife and ecology.*
- *To encourage a greater understanding of the historic water meadows.*
- *To increase the city's tourism potential.*

22 The Green Circle

Improve the visual appearance of the ring road and the motorist's experience by establishing boulevard planting of sufficient maturity and presence

Rationale:

- *To improve the visual appearance of this major route around Salisbury.*
- *To support bio-diversity and carbon neutrality by seeking to offset emissions produced by traffic entering and going around Salisbury.*
- *To visually link Salisbury's ring road to the areas of open space to the south of the city.*

23 Churchill Gardens

Enhance the Churchill Gardens by providing a high quality public realm, new recreational and sporting facilities and attractions, and by extending the level of short stay parking

Rationale:

- *To contribute to the enhancement of the Eastern Gateway to the city.*
- *To improve a somewhat overlooked area of green space and provide a valuable resource for local residents.*
- *To provide an area for sport and recreation as well as for more traditional park use.*

Delivery schedule

The Salisbury Vision has been designed to be as self-financing as possible and as such there are significant interdependencies between a number of the objectives. Early projects, such as the redevelopment of the Maltings and central car park will generate income which will be used to fund the delivery of projects which have no commercial value of their own such as public realm and road improvements.

As work progresses on the early projects and as we identify more of the issues and problems affecting them it is inevitable that this will have an impact on the timing and delivery of other, later projects. The overall Vision delivery schedule shown here should, therefore, only be taken as an *indication* of when work on delivering each of the 24 strategic objectives will start and be completed.

Detailed timetables for each of the Vision projects will be produced and these, together with this overall delivery schedule, will be continuously monitored and updated.

[Insert a delivery schedule showing the proposed start and end dates for each of the 23 strategic objectives]

Vision Projects

With any long-term project, and particularly one as complex as the Salisbury Vision, it is very difficult to give exact details of the work that will be done. The individual projects shown under each strategic objective are, therefore, our initial proposals. They indicate what we believe needs to be done to achieve the specific objective. They do not necessarily show what will be done. As each objective is brought forward for implementation these proposals will be refined and consulted upon before being worked up into a detailed delivery plan.

Development Strategy:

1 The Maltings and Central Car Park

Develop a major retail-led mixed use scheme to greatly enhance Salisbury's position as a sub-regional shopping and cultural centre

- a) Include within a redeveloped Maltings and central car park area:
 - An opened up Market Walk creating a strong link between the new development and the Market Place.
 - A high quality landscape setting for the new development with enhancement of the River Avon and Millstream edges.
- b) The establishment of a cultural hub by:
 - Improving or replacing the City Hall.
 - Improving the setting, appearance of and access to the Playhouse.
 - Providing an associated outdoor performance area.
 - Relocating the library.
- c) Improve and develop Fisherton Mill to add to the development of a cultural focus and identity in this area.

2 Salisbury Guildhall

Establish the Guildhall as the civic base of a new Salisbury City Council and as the focus for other complementary uses

- a) Following the departure of the Magistrates Courts to their new location convert the Guildhall into a civic base for the proposed Salisbury City Council.
- b) Any proposals should have due regard to the Listed status, architectural integrity and historic context of the building.
- c) Investigate and develop other appropriate and complementary uses such as a venue for conferences and meetings.

3 Salt Lane car park ¹

Develop primarily for housing with possible live/work or small retail units and include a small public space

- a) Provide a small public space or square that can utilise the existing active uses around it such as places of work and public houses. This should include appropriate lighting and street furniture.
- b) Ensure that active frontages at ground floor in particular will contribute to natural surveillance and activity of the public space or square.

4 Brown Street car park ¹

Develop primarily for housing

- a) Ensure that a connection through to Catherine Street is retained.

Note: ¹ See page 14 car parking

5 Bus Station

Develop as a residential led scheme with other associated commercial use such as restaurant, bar and café

- a) The redevelopment of this site should only be considered if suitable alternative arrangements are in place for the buses and coaches.
- b) Any development should ensure active frontages through windows and doors onto Endless Street and Rolleston Street.

6 Bus Depot

Develop the site for educational or other employment/office use led mixed-use

- a) Consider any proposals from Wiltshire College for the development of a Salisbury campus.
- b) Consider any requirement for a route through this site from Castle Street to Endless Street as part of the Transport and Movement strategy.

7 Old Manor Hospital

Redevelop the site to include healthcare facilities, key worker housing and offices

- a) Any development should retain and have regard for any Listed buildings and other Historic Buildings and the Conservation Area.
- b) The treatment of new and existing development and the public realm needs to take account of the existing character within the area and aim to reinforce it but in a contemporary and creative way.
- c) Ensure at least one connection from Wilton Road to Churchfields Road.
- d) Provide a small square or space to act as a focus for the development. This should be located around the centre of the site or as a setting to any Listed buildings.

8 Chipper Lane / Scots Lane

Redevelop this area for hotel and leisure ensuring the sensitive conversion of any Listed buildings

- a) Ensure active frontages through windows and doors facing Scots Lane and Chipper Lane.
- b) Ensure the sensitive conversion of any Listed buildings preserving and enhancing its architectural character.

9 Churchfields

Relocate inappropriate businesses (primarily those generating HGV traffic movements) to alternative locations close to the city centre and redevelop the site as residential led mixed use scheme which includes offices and a hotel/conference centre

- a) Relocate the businesses remaining on Churchfields to the westernmost third of the site.
- b) Redevelop the remaining two thirds of the site as a residential-led mixed use scheme which includes a hotel/conference centre.

- c) Include a major green public space and water area/s possibly with a kiosk / refreshment provision to serve local demand; this should be a point of architectural focus and increase vitality.
- d) Provide a viewing corridor to the Cathedral.
- e) Create pedestrian access to Harnham, to the Town Path and to the city centre.
- f) Include an eco-housing and/or an affordable housing development.
- g) Development should be divided into blocks that allow frequent visual, pedestrian and servicing connections particularly to Churchfields Road, the water meadows, Town Path and Harnham.
- h) Provide at least two green links from the east to the west sides of the River Nadder to contribute towards the environmental and ecological aspirations of the Vision.
- i) Locate key buildings around the public spaces or at the end of key vistas and include higher buildings close to the station creating the opportunity for higher densities around the public transport interchange.
- j) The use of grey water recycling, solar power generation, Combined Heat and Power units and other renewable energy sources across at least 60% of buildings within the site should be considered a priority.
- k) Areas of significant planting particularly to the south around the River Nadder should be retained.
- l) Carry out immediate short-term improvement to the Churchfields environment for the benefit of existing businesses and their customers.

10 Eastern Gateway

Bring about significant transport, aesthetic and economic change to the Southampton Road area through the development of a residential-led scheme with other uses to include offices, community and local retail, retail/bulk goods alongside the existing uses

- a) Development should be divided into blocks that allow frequent visual, pedestrian and servicing connections particularly to St Martins Church, Waterloo Road, Fowlers Hill and Tollgate Road.
- b) Provide a greater quality and quantity of open space around the River Bourne. This should include Children's Play Provision and adequate lighting, seating and interpretative/wayfinding signage.
- c) Rationalise the access roads onto Southampton Road but retain and include cycle/pedestrian links.
- d) Any new development needs to comply with the council's policy for out-of-town development.

11 The Friary

Maintain the Friary as a housing area but redevelop as a high quality mixed-tenure scheme with a high level of affordable housing and links through to the city centre

- a) Any such scheme for the Friary to go ahead only if:
 - Existing tenants of the Friary are actively involved in the design of any replacement scheme.
 - Existing tenants are given priority consideration for housing within any replacement scheme

- b) Development should be divided into blocks that allow frequent visual, pedestrian and servicing connections particularly to Friary Lane and Exeter Street.
- c) Any buildings that may make an architectural and urban design contribution to the vision for the area should be retained.
- d) New development should ensure the protection and enhancement of key views to the Cathedral.
- e) Investigate the provision of cycle/pedestrian and bus routes from the A36 roundabout to Exeter Street.

Traffic and Movement Strategy:

12 Traffic Management

Reduce traffic entering and circulating within the core of the city centre and provide safer walking and cycling routes

- a) Encourage and promote the use of the Park and Ride service.
- b) Develop a hierarchy of routes that restricts traffic movement to include;
 - o Pedestrian-only routes.
 - o Tertiary routes. These are pedestrian-focused streets within the central city core that are for use by buses, taxis, cyclists, servicing and existing residents only, enforced by appropriate access restrictions around the periphery.
 - o Secondary routes. These are localised traffic routes, outside the area covered by tertiary routes, allowing cars to access local destinations. These could include Home Zone areas within new and existing residential areas such as St Edmunds or Churchfields.
 - o Primary routes. These are an all-vehicle route, including cars, lorries and HGVs intended to carry through traffic around the edge of the city centre.
- c) Improve the streetscape within the core of the city through shared surfaces giving priority to pedestrians and sending the message to drivers that they are secondary users.
- d) Minimise coach traffic through the city whilst ensuring drop-off points to service the Cathedral and city centre.
- e) Improve crossing facilities for pedestrians/cyclists and junction improvements along the A36 ring road.
- f) Provide or upgrade cycle routes along all major thoroughfares including Southampton Road, Exeter Street, Churchfields Road and Castle Street. These should link, where possible, with National Cycle routes passing through the city centre.

13 Public Transport

Give public transport users priority by improving public transport facilities and expanding services

- a) Provide key public transport stops next to significant city centre destinations or improve existing stops to cater for the increase in demand. This includes high quality shelters, signage and cycle parking.
- b) Complete and implement the Petersfinger Park and Ride.

- c) Wherever possible introduce bus priority measures on all park and ride routes into the city centre
- d) Consider extending the Park and Ride service to Churchfields.
- e) Improve the rail station as a public transport interchange.
- f) Provide a west to east public transport link from Churchfields stopping at key destinations within the city centre to Southampton Road. This includes a bus/pedestrian and cycle-only connection from Exeter Street through to Southampton Road.

14 The Station Interchange

Construct a public transport interchange adjacent to the railway station that includes a new station square

- a) Increase the number of parking spaces at the station to meet extra demand from rail passengers.
- b) Create a space for bus stops and bus turn around within the station forecourt.
- c) Extend and divert some of the bus services to serve the rail station.
- d) Provide layover space and facilities for bus services.
- e) Extend the Park and Ride service to serve the rail station if appropriate.
- f) Create cycle parking and taxi ranks within the station forecourt.
- g) Create a new station square intended as an active urban space where people can meet and interact.
- h) Minimise the intrusion of car parking and vehicle access.

15 Southampton Road

Reduce congestion on the Southampton Road and improve the visual appearance of this key gateway to the city

- a) Improve the A36, Southampton Road as an important gateway to the city making it attractive for commuters and tourists; this could include separate bus/cycle lanes and high quality public transport stops.
- b) Carry out a feasibility study on measures to reduce congestion.
- c) Increase the local bus frequency for local commuters.
- d) Rationalise the number of access points on to Southampton Road from adjacent streets and access roads.
- e) De-clutter, where possible, areas of the public realm through the rationalisation of highway signage, barriers, bollards and other highway related items.
- f) Include high quality, simple and coordinated public realm elements such as boulevard planting, street furniture, lighting, paving and public art.
- g) Subject to highway regulations, include high quality and sensitive surfacing to cycle lanes and bus lanes befitting a major gateway route into an historic city.

16 Parking Management ¹

Make it easier for motorist to park on the outskirts of the city centre

- a) Maintain the existing car parks near the A36 ring road such as Culver Street, whilst closing car parks within the city centre such as Brown Street, Salt Lane, and Market Place.
- b) Remove on-street public short-stay car parking from the city centre, particularly within the historic Chequers area, and allocate the spaces for local residents, disabled people, cyclists and loading/unloading.
- c) Provide more tourist coach parking and layover at Park and Ride sites with drop off and pick up points close to the Cathedral and city centre.
- d) Design and implement a signage and car park management system that directs the driver to the nearest car park at their initial entry corridor to the city centre and/or at Park and Ride entry points.
- e) Consider reducing the spaces at private car parks by implementing planning policy and utilise the spaces for commercial development.
- f) Provide new car parking arrangements at the rail station interchange (multi - storey) and central car park as part of redevelopment proposals.

Note: ¹ See page 14 car parking

Public Realm Strategy:

17 Public Realm Strategy

Develop and implement a comprehensive Public Realm Strategy aimed at creating an attractive, safe, clean and green city

- a) The public realm strategy should consider the different uses that individual parts of the city perform.
- b) The strategy should aim to create a high quality, coherent image for the city by de-cluttering and rationalizing the streetscape from unnecessary traffic/parking, signage, bins, bollards, guard rails, service boxes and road markings. The strategy should include a detailed policy and specification for:
 - Street furniture
 - Planting, trees and open space
 - Lighting
 - Signs
 - Public art
 - Surface treatments
 - The use of water as a feature
- c) The strategy should consider the city's:
 - Activity zones and the connections between them
 - Gateways and arrival points
 - Visual linkages and landmarks

18 The Market Place

Rejuvenate the Market Place (to include the Guildhall Square, Cheese Market and Poultry Cross) and create a public square of the highest quality in terms of design and construction

- a) This space is intended as a lively and active urban space for people to interact in and 'people watch' which should include a high quality, coordinated set of elements (street furniture, planting, lighting, signage, public art) which complement the city's historic character.
- b) Consideration should be given to the requirements of the Charter and other markets and their role within the Market Place to ensure their future viability and success. Every effort should be made facilitate and promote Salisbury Charter and other markets.
- c) Remove all car parking from the Market Place and Guildhall Square.
- d) Make the space more pedestrian oriented through changes in surface treatment and highway design in favour of people, cyclists and buses.
- e) Maintain active frontages and spill out from land uses around the periphery of the space.
- f) Maintain simple, direct and obvious pedestrian links to Fisherton Square located outside the Playhouse/City Hall.
- g) The war memorial is in need of an enhanced and more respectful setting. Consideration needs to be given as to whether this is within a rejuvenated Market Place and Guildhall Square or elsewhere in the city.
- h) Any existing high quality trees should be respected within any future detailed design because of their importance to the character of the square.
- i) Introduce planting and other soft landscaping to bring more 'green' into the city centre.
- j) Vibrant and creative accent lighting should be provided around the Guildhall, in particular, and in other parts of the square to accentuate the historic buildings around the edges.
- k) A rejuvenated Market Place should include the necessary infrastructure for events such as the Christmas Lights and the Charter Market.
- l) Public art should be provided within the Market Place and where feasible it should be sourced and designed locally.
- m) It is important that the residents of Salisbury and all users of the Market Place are given the opportunity to be involved in the Market Place design and development process.

19 Fisherton Square

Create a new lively urban space adjacent to the Playhouse, City Hall and a relocated library

- a) This space is intended as a lively and active urban space for people to interact in and 'people watch'. It should include a high quality, coordinated set of elements (street furniture, planting, lighting, signage, public art) which complement the city's historic character.
- b) Make the space more pedestrian oriented through changes in surface treatment and highway design.
- c) Maintain active frontages and spill out from land uses around the periphery of the space including the Playhouse and Library.
- d) Maintain simple, direct and obvious pedestrian links to Market Place and through the Western Chequers area.

- e) No parking other than for essential users such as disabled people. Servicing should be done to the rear or side of buildings to minimise visual intrusion of the environmental quality of the space.

20 Salisbury Chequers

Make the city's core streets more pedestrian oriented and improve their visual appearance by removing unnecessary signs and street furniture, by using high quality material and through public art and creative lighting

- a) The new and existing chequers are intended as lively, active and people-friendly streets. They should include a high quality, coordinated set of elements (street furniture, planting and street trees, lighting, signage, public art, paving) which complement the city's historic character.
- b) Make the streets more pedestrian oriented through shared surface treatment, street planting and highway design more geared towards people, cyclists and buses ensuring that existing historic/quality surfacing material are retained.
- c) Create a strong reference to the Cathedral on a number of the approaching streets such as Minster Street and Castle Street, Bridge Street and High Street. This may be achieved through public art, signage and lighting.
- d) Accentuate key landmarks and facades through creative lighting and emphasise key views to enhance legibility of the city at night, in particular along Castle Street due to the prominence of the Cathedral along this vista.
- e) Where possible, provide a strong framework of tree planting along streets and within spaces so that residents, visitors and workers can enjoy communal outdoor places.
- f) Use art installations to pay tribute to the rich history of the medieval city core and its importance as a unique planned settlement.
- g) Incorporate artistic lighting within the city core to create dramatic effects by night and exploit the environmental back-drop of the River Avon and Millstream.

21 Harnham Water Meadows

Improve and increase access to the historic water meadows and provide learning and educational facilities whilst ensuring their continued conservation

- a) Work with the Harnham Water Meadows Trust and others to increase and improve access to the Harnham Water Meadows. This could include:
 - Raised boardwalks, bird hides and viewing platforms for people to use as part of the learning experience. These should be sensitively designed given the proximity to the Site of Special Scientific Interest (SSSI).
 - New controlled access points from Town Path and Churchfields supported by interpretative signage that explains the purpose and content of the eco-park.
- b) Work with the Harnham Water Meadows Trust to provide a learning / education / information centre that will provide a focus for people interested in the water meadows and act as a point of information.
- c) Work with the Harnham Water Meadows Trust to investigate the possibility of creating a small urban farm both as an educational resource, local attraction and where produce can be grown and sold locally.
- d) Improve and enhance the Town Path.

22 The Green Circle

Improve the visual appearance of the ring road and the motorist's experience by establishing boulevard planting of sufficient maturity and presence

- a) Establish boulevard planting along key routes through and around the city; such planting to have sufficient maturity and presence to sustain a strong visual impact and environmental role.
- b) To achieve, where possible, double lines of tree planting including appropriate lighting to contribute to the overall visual effect.
- c) Ensure the protection of the southern open space network from significant new development in order to sustain the green circle as part of a network enclosing the city centre.

23 Churchill Gardens

Enhance the Churchill Gardens by providing a high quality public realm, new recreational and sporting facilities and attractions and by extending the level of short-stay parking

- a) Provide a kiosk or refreshment area that is sensitively designed given the location and surrounding character.
- b) Include Children's Play Equipment of sufficient size and standard, tennis courts and playing fields.
- c) Include high quality, contemporary public realm elements such as seating, lighting, and signage.
- d) Establish a system of interconnected pathways allowing access to the riverside and open spaces.
- e) Reduce traffic noise and visual intrusion by the use of planting and/or other appropriate methods at the boundary with the ring road and Southampton Road.
- f) Extend short stay parking at the existing car park.

6 Appendices

1 Risk Assessment

During the development of the Salisbury Vision a detailed risk assessment was carried out and maintained by the steering group. As work begins on implementing the Vision individual risk assessments will be carried out on each of the delivery projects.

2 Equalities and Diversity Impact Assessment

Equalities and diversity are an intrinsic part of the Sustainable Communities programme and as such they are fundamental to the Salisbury Vision. As work begins on implementing the Vision individual equalities and diversity impact assessments will be carried out on each of the delivery projects.

3 Sustainability Appraisal

Government regulations require local authorities to carry out a Sustainability Appraisal (SA) of plans such as the Salisbury Vision. Effectively a Sustainability Appraisal is an assessment of the social, economic and environmental impact of a plan's proposals. An independent Sustainability Appraisal of the Salisbury Vision document produced by the consultants was carried out by White Young Green Environmental. If necessary, additional Sustainability Appraisals will be carried out at appropriate times in the development of the Local Development Framework or through the delivery of individual projects.

4 Technical Supplement

The following documents were used in the preparation of the Salisbury Vision. As such they form the Vision's technical supplement. They can be accessed via the Salisbury District Council website: www.salisbury.gov.uk/vision

- Salisbury & South Wiltshire Our Place in the Future: Consultation Methodology & output report (2007) Salisbury District Council Forward Planning and Transportation unit
- Vision for Salisbury: Area Development Framework (2007) Gillespies
- Salisbury Vision Baseline Report (2007) Gillespies
- Salisbury Vision Options Report (2007) Gillespies
- Sustainability Report: Sustainability Appraisal of the Salisbury Vision Area Development Framework (2007) White Young Green
- Summary report of community involvement (2007) BDOR Limited
- Consultation July – October 2008 Report to the Salisbury Vision steering group February 2008
- Salisbury District Local Development Framework Core Strategy

5 Bibliography

- Newman, Ruth and Howells, Jane (2001) Salisbury's Past. Phillimore & Co Publishers
- Office of the Deputy Prime Minister [*now* Department for Communities and Local Government] (2003) Sustainable Communities – Building for the Future
- The history of a city (2000) Salisbury Journal
- www.climatechallenge.gov.uk
- www.energysavingtrust.org.uk

- Salisbury Civic Society (2005) Streetscape – Streets for All (Accessible via the Salisbury Civic Society website www.salisburycivicsociety.org.uk)
- Salisbury District Council Environment and Transport Overview and Scrutiny Panel (2008) Climate Change: Scrutiny Review final report
- Salisbury District Council Core Strategy Preferred Options consultation draft (2008)

Rear Cover

Logo

Contact details

Environmental statement

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